

ABSTRACT

Systems and methods are provided for monitoring transmissions of media content (such as audio and audiovisual content) in order to obtain independent and objective data regarding the use of specific media content recordings or works within the transmissions. Processing and reporting of such data is provided in various ways to serve a variety of business needs. Methods for employing content identification technology to efficiently and automatically obtain reliable, accurate, and precise monitoring data are also disclosed. Various information products and services based on such monitoring systems are proposed.